

Introducing



"A Very Honorable Guy"

The Story

Feet Samuels, a gambler with the reputation of being a very honorable guy who always keeps his word, has a run of bad luck—all his bets go wrong; Hortense, his girl, throws him over for Dr. Snitzer; he is put in jail after being beat up for hitting a cop. The Brain, a racketeer leader, bails him out but this only adds to Feet's troubles as he has to give The Brain \$500 on a specified date—or else he will be taken for a ride.

Desperate, Feet gets the idea of selling his body to some medical institution, but can find no takers until Dr. Snitzer offers him \$1000 if he promises to deliver the body within thirty days. The doctor insists on a guarantee. The Brain assures Snitzer that Feet's word is good and guarantees to deliver the body if Feet fails to.

Doomed, but with \$1000 in his pocket, Feet's luck changes. In trying to place a small bet the dealer mistakes his signal and puts Feet in for \$2000. He wins at 30 to 1. An old ticket on the Sweepstakes is a winner and he gets \$90,000. Everything breaks big for him. His girl comes back and he rolls in wealth. He throws a party, announcing his engagement to Hortense. The Brain advises him to marry early in the day as his body must be delivered to Dr. Snitzer by midnight. Feet is very anxious to live.

He tries to buy the doctor off, but fails. Feet pays a last visit to his girl and tells her of his contract and that he means to keep his word. Hortense reveals Dr. Snitzer as a suitor and Feet concludes the doctor wants him out of the way for that reason. He thinks he should be let out of the contract because the doctor did not act in good faith, but he knows The Brain will hold him to his word so he prepares to flee to South America with Hortense. He orders an armored car to take them to the boat.

When the car arrives, two of The Brain's henchmen, who have been trailing him, commandeer the truck after outwitting the regular drivers. Feet and Hortense, meanwhile, have been locked in. The thugs start the truck for the country to put Feet on the spot. The Brain discovers that Dr. Snitzer is a lunatic so he decides to void the contract and save Feet if he can. In the chase that follows The Brain's car crashes into the truck and everyone is injured except Feet and Hortense, who are saved by the steel walls of the armored truck vault.

The ambulance drives off, leaving Feet and Hortense, who discover they are miles out in the country. They see a house with a "For Sale" sign. It turns out to be a chicken ranch, just what they wanted. They take immediate possession.

Screen Records

JOE E. BROWN — "Son of a Sailor," "Elmer the Great," "You Said a Mouthful," "The Tenderfoot," "Fireman, Save My Child."

ALICE WHITE — "Employees' Entrance," "Picture Snatcher," "Jimmy the Gent," "The Private Life of Helen of Troy."

ROBERT BARRAT — "Upper World," "Gambling Lady," "Hi, Nellie," "Massacre," "The Mayor of Hell," "The Silk Express," "Dark Hazard."

ALAN DINEHART — "Jimmy the Gent," "The World Changes," "Bureau of Missing Persons," "Washington Merry-Go-Round," "Lawyer Man."

IRENE FRANKLIN — "Registered Nurse," "The Cat and the Fiddle," "The Women in His Life."

HOBART CAVANAUGH — "A Modern Hero," "Harold Teen," "I've Got Your Number," "Jimmy the Gent," "Hi, Nellie," "Lilly Turner."

ARTHUR VINTON — "Gambling Lady," "Heroes for Sale," "Lilly Turner," "Picture Snatcher," "Son of a Sailor," "Central Airport."

GEORGE PAT COLLINS — "Heroes for Sale," "The Big Shakedown," "Picture Snatcher," "The Mayor of Hell," "Girl Missing."

HAROLD HUBER — "Hi, Nellie," "The Mayor of Hell," "Mary Stevens, M.D.," "The Silk Express," "Central Airport," "Girl Missing."

JAMES DONLAN — "They Just Had To Get Married," "The Half Naked Truth," "Airmail," "Back Street," "The Death Kiss."

LLOYD BACON (director) — "Son of a Sailor," "Mary Stevens, M.D.," "Footlight Parade," "42nd Street," "Picture Snatcher," "Crooner."

Cast of Characters

Feet Samuels	Joe E. Brown
Hortense	Alice White
Dr. Snitzer	Robert Barrat
The Brain	Alan Dinehart
Toodles	Irene Franklin
Benny	Hobart Cavanaugh
Moon O'Hara	Arthur Vinton
Red	George Pat Collins
Joe	Harold Huber
O'Toole	James Donlan
Harry	Harry Warren
Al	Al Dubin

Production Staff

Director	Lloyd Bacon
Photographer	Ira Morgan
Story by	Damon Runyon
Screen Play by	Earl Baldwin
Film Editor	William Holmes
Art Director	Jack Okey
Gowns by	Orry-Kelly
Vitaphone Orchestra conducted by	Leo F. Forbstein

Official Billing

JOE E. BROWN	100%
in	
"A VERY HONORABLE GUY"	100%
with	
Alice White	75%
Robert Barrat—Alan Dinehart—Irene Franklin	40%
Directed by Lloyd Bacon	20%
A First National and Vitaphone Picture	40%

LENGTH 5,690 feet

RUNNING TIME 62 minutes

THEATRE

**THE LAST WORD IN
SCREAMLINED LAUGHS!**



The world's greatest Son of a Sailor has dropped the gang-plank and joined a gang! Imagine him as a big-shot racketeer—on the wrong end of the shot! It's his most HOWLarious hit!—

JOE E.

BROWN

in the new First National hit

"A VERY HONORABLE GUY"



with

ALICE WHITE

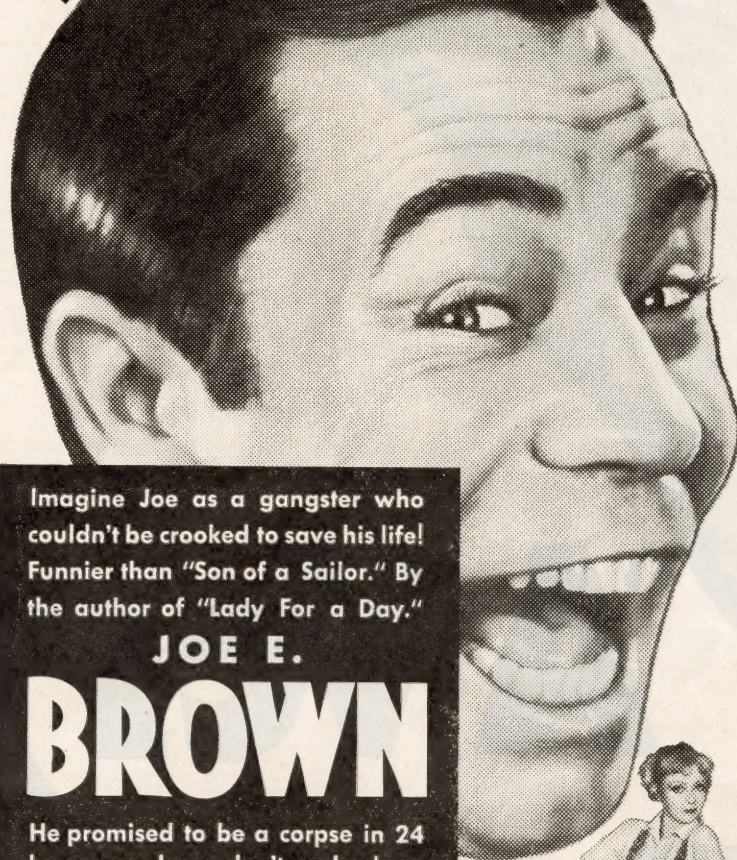
ALAN DINEHART
ROBERT BARRAT
HOBART CAVANAUGH

320 Lines—Mat No. 14—20c

IMPORTANT NOTE!

If desired, reference in the ads to
'Lady for a Day' may be deleted.

IT'S HOWLARIOUS!



Imagine Joe as a gangster who couldn't be crooked to save his life! Funnier than "Son of a Sailor." By the author of "Lady For a Day."

JOE E.

BROWN

He promised to be a corpse in 24 hours—and you don't go back on your word when you're—

"A VERY HONORABLE GUY"

A First National hit with

ALICE WHITE

THEATRE

[SHORTS]



230 Lines—Mat No. 23—20c



As an
UPRIGHT GUY
he's a
**DOWNRIGHT
HOWL**

*in this scream-lined story by
the author of "Lady For a Day!"*

JOE E.

BROWN

in **"A Very
Honorable Guy"**

A First National Picture with

ALICE WHITE

[THEATRE & SHORTS]

110 Lines—Mat No. 17—20c

Also available in 3-column size
Order Mat No. 18—30c—249 Lines

advertising

THE LAST WORD IN
SCREAMLINED LAUGHS!



JOE E. BROWN
in
"A VERY HONORABLE GUY"



A First National
Picture with **ALICE WHITE**

66 Lines—Mat No. 26—20c

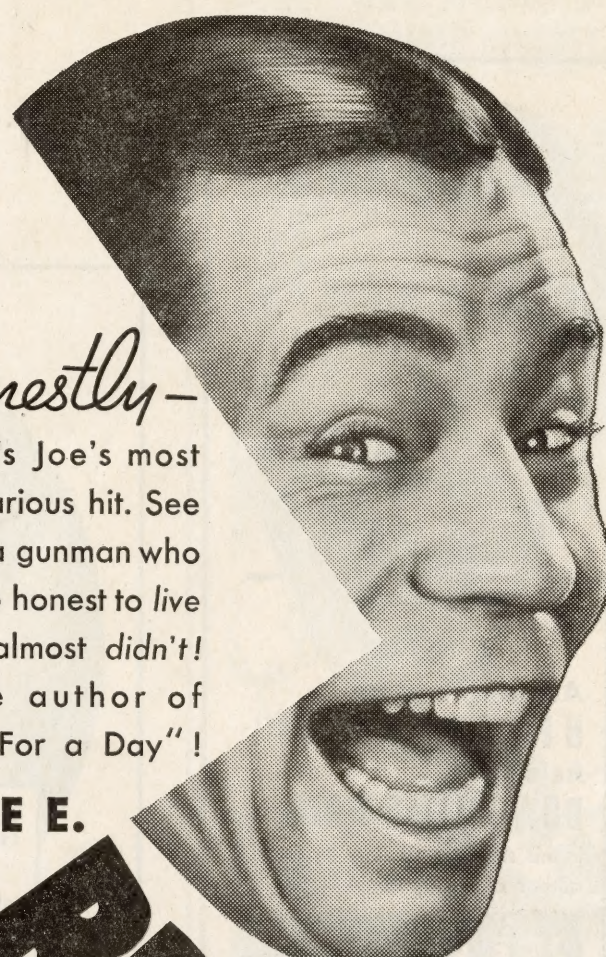
IT'S **HOWLARIOUS!**



JOE E. BROWN
in
"A VERY HONORABLE GUY"

A First National hit with
ALICE WHITE

54 Lines—Mat No. 27—20c



Honestly—
—here's Joe's most
HOWLarious hit. See
him as a gunman who
was too honest to live
—and almost *didn't*!
By the author of
"Lady For a Day"!

JOE E.

BROWN
in **"A VERY HONORABLE GUY"**



First National's successor to
"Son of a Sailor" as the world's
funniest show . . . With
ALICE WHITE
Alan Dinehart—Robert Barrat

230 Lines—Mat No. 15—20c

IT'S **HOWLARIOUS!**



STRAND

Imagine Joe as a gangster who
couldn't be crooked to save his life!
Funnier than "Son of a Sailor." By
the author of "Lady For a Day."

JOE E. BROWN
in
"A VERY HONORABLE GUY"

A First National
Picture with **ALICE WHITE**

156 Lines—Mat No. 21—20c

JOE E. BROWN
in
"A VERY HONORABLE GUY"

A First National
Picture with **ALICE WHITE**

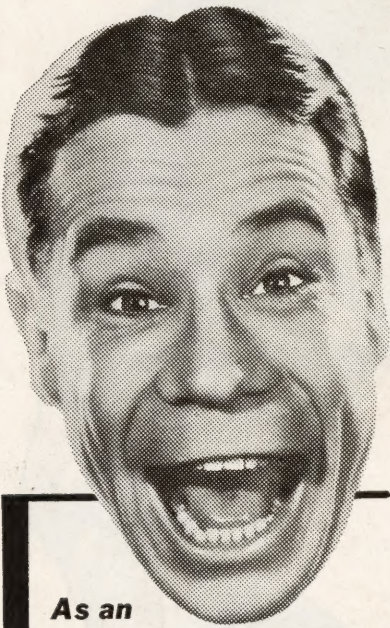
15 Lines—Mat No. 29—10c

JOE E. BROWN
in
"A Very Honorable Guy"

A First National
Picture with **ALICE WHITE**

15 Lines—Mat No. 28—10c

advertising



As an UPRIGHT GUY he's a DOWNRIGHT HOWL
in this screamlined story by the author of "Lady For A Day"!

JOE E. BROWN
in **"A VERY HONORABLE GUY"**
A First National Hit with
ALICE WHITE

[THEATRE & SHORTS]

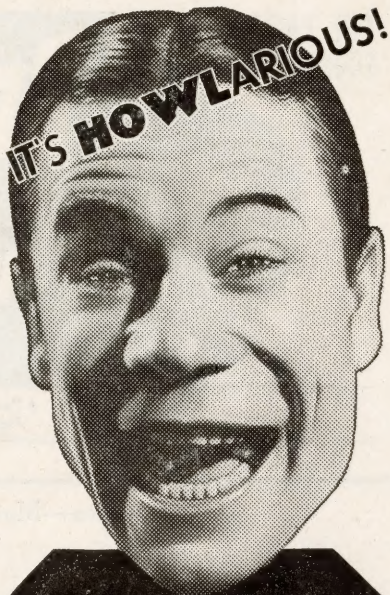
96 Lines—Mat No. 22—10c



HIS NEW SCREAMLINED HIT!
JOE E. BROWN
hits town in the uproarious successor to 'Son Of A Sailor'—
"A VERY HONORABLE GUY"
A First National Picture with
ALICE WHITE

THEATRE

160 Lines—Mat No. 19—20c



IT'S HOWLARIOUS!

Imagine Joe as a gangster who couldn't be crooked to save his life! Funnier than "Son of a Sailor."
By the author of "Lady For a Day."

JOE E. BROWN
in **"A VERY HONORABLE GUY"**
A First National hit with
ALICE WHITE

THEATRE

111 Lines—Mat No. 20—10c

Here's How the Trailer Sells the Show!

Joe E. Brown is Coming! (Title Inverted)

Joe E. Brown is Coming! (Title Vertical)

Pardon The Operator Please!
Last Night He Saw An Advance Print Of
Joe E. Brown's Latest Comedy

"A Very Honorable Guy"
And He's Still Slightly Hysterical

You'll Be Hysterical Too When You See
Scenes Like These

He's So Honorable
He Never Tells The Same Lie Twice -
To The Same Girl

Oh! Gee!
Oh! Joy!
Oh! Joe!
It's Peppier Than "Son Of A Sailor"

Joe E. Brown
The King Of Joy

In Damon Runyon's Funniest Story
'A Very Honorable Guy'

with
Alice White, Robert Barrat, Alan Dinehart,
Hobart Cavanaugh, Irene Franklin
A First National and Vitaphone Picture

Catchlines

The Last Word In Screamlined Laughs!

* * *

It's Howl-arious!

* * *

Imagine Joe As A Gangster Who Couldn't Be
Crooked To Save His Life!

* * *

As An Upright Guy—He's A Downright Howl!

* * *

The World's Greatest Son Of A Sailor Has Dropped
The Gang-plank And Joined A Gang!

* * *

He Promised To Be A Corpse In 24 Hours!

* * *

By The Author Of "Lady For A Day."

* * *

First National's Successor To "Son Of A Sailor" As
The World's Funniest Show . . .

* * *

You Don't Go Back On Your Word When You're
"A Very Honorable Guy."



**THE LAST WORD
IN SCREAMLINED
LAUGHS!**

The world's greatest Son of a Sailor
has dropped the gang-plank and
joined a Gang! Imagine him as a big-
shot racketeer—on the wrong end of
the shot! It's his most HOWLarious hit!

**JOE E.
BROWN**
in the new First National hit
**"A VERY
HONORABLE GUY"**
By the author of "Lady For a Day"
with
ALICE WHITE
Alan Dinehart, Rob't Barrat, Hobart Cavanaugh

THEATRE & SHORTS

195 Lines—Mat No. 24—30c

**THE LAST WORD IN
SCREAMLINED LAUGHS!**



JOE E. BROWN

**"A
Very
Honorable
Guy"**
His new
First National hit with
ALICE WHITE

95 Lines—Mat No. 16—10c

HONESTLY—
—here's Joe's most howlacious
hit. See him as a gunman
who was too honest to
live—and almost didn't!
By the author of a "Lady
For a Day!"

**JOE E.
BROWN**
in
**"A VERY
HONORABLE
GUY"**

First National's successor to "Son of a
Sailor" as the world's funniest show...With
ALICE WHITE
Alan Dinehart, Robert Barrat, Hobart Cavanaugh

[SHORTS]

T H E A T R E



276 Lines—Mat No. 25—30c

exploitation

SWING HARD, SHOWMEN - - -



MONEY SAVING SPECIALS AT TOLEDO'S LEADING STORES

This layout illustrates idea for a heading on cooperative dealer advertising. Reproduction can be made from above to any desired size, depending on the amount of space sold. Or you can make your own drawing. (Order still No. JEB 45) Newspaper should donate banner space.

Run your ad in a conspicuous block, tying in the copy of the heading.

Freak Paper Plant

Freak addresses frequently are given special display space in the newspapers. This mat and a story similar to the one suggested here may get you some excellent publicity.

Can You Devise A Freak Address?



Mat No. 7-20c.

The envelope addressed as above was delivered to Joe E. Brown, star of "A Very Honorable Guy." Evidently the men in the post office were film fans.

The management of the Theatre, where the First National comedy success "A Very Honorable Guy" will open on _____, will give a pair of guest tickets free to the person submitting the best idea for a freak address to Joe E. Brown. Suggestions should be addressed to the manager of the theatre no later than (date).

POSTERS THAT MAKE GOOD DISPLAYS

. . . You'll find them illustrated on the back page. It's plain to see how easy it is to make attractive cut-outs. For instance, the head on the 24-sheet cut-out and mounted stands approximately 8 feet high. What a flash for your marquee! The 6-sheet and 3-sheet are equally as advantageous for cut-outs; and look at the money you save!

Novel Contest For Local Liars

Prepared stories can also be used for radio announcements if this contest is used over the air. Idea incorporates a daily contest in which everybody is asked to tell the biggest lie. Used as an advance plug it sets up both the comedy and story elements in the picture.

(Your Three Publicity Stories)

Brilliant Liars To Be Rewarded With Lucky Buck Prizes

Rally round, liars of! Here's one time your abilities will be appreciated.

"Feet" Samuels, the "Very Honorable Guy" who is coming, in the person of Joe E. Brown, to the Theatre on, never told the same lie to the same girl twice. Which means something to fellows who forget that a good liar must have a good memory—as well as technique, finesse, and imagination. Lying, in fact, is a fine art, and will be rewarded by the (newspaper).

For the five best lies submitted to the "Editor of Lies," (and anyone addressing him as the "Lying Editor" will be disqualified), the will award prizes:

- Most original lie—(Amount).
- Best Version of old lie — (Amount).
- Funniest lie—(Amount).
- Five best catch-as-catch-can lies—2 tickets to Theatre.

Everyone who submits a meritorious lie will be invited to attend the Liars' Convention to be held at the Theatre during which a special screening of "A Very Honorable Guy" will be shown.

Fish stories are barred — and the one about the travelling man and the farmer's daughter is taboo. Everything else goes, so long as it can be printed in a newspaper which is read by everyone in the home.

"A Very Honorable Guy" was written by the famous humorist, Damon Runyon, and produced by First National with a remarkable cast headed by Joe E. Brown with petite Alice White in the leading feminine role. It is screamingly funny, and Joe E.'s lies are immense.

There are, however, very talented liars in and the wants to open the doors of fame to them.

Send in your lie today, and win some lucky bucks.

Local Liars Deluge Editor in Quest of Lucky Buck Awards

Can those boys lie? The quest of the lucky buck is on.

Determined to win the cash and theatre ticket prizes offered by the (newspaper) to talented liars, the spinners of tall tales are searching their memories.

Just why so many people think the one about the piccolo player is original with them, is puzzling the Editor of Lies.

Here are the rules: Keep them clean—remember the is a family newspaper.

They should be either funny, clever or fantastic.

All lies must be sent to the editor before when the contest closes.

Lies have made some names immortal. Frank Bacon is best remembered for his story of driving a hive of bees across the desert.

"And I never lost a bee," he concluded.

In "A Very Honorable Guy," the First National comedy that will come to the Theatre on, Joe E. Brown proves himself an adept liar. He never told the same lie twice—to the same girl.

In addition to liberal cash prizes, every one whose contribution is found worthy, will be given a pair of tickets to the Theatre, during the showing of "A Very Honorable Guy."

Liars' Convention To Hold Meeting at Theatre

Plans for the (city) Liars' Convention are being rushed, as the tall tale spinners of the city qualify for membership and seek the lucky bucks offered for the best lies by the (name of newspaper).

All contributors to the Best Lie contest are eligible for membership and the meeting will convene in the Theatre at o'clock on when a special screening of the First National comedy "A Very Honorable Guy" will be shown.

The "Editor of Lies" and his associate judges, are already at work, but lies may be submitted until when the contest ends.

Cash prizes will be awarded for the most original lie, the best version of an old lie, the funniest lie and for the five next best lies special prizes of two tickets to "A Very Honorable Guy" will be given.

Strangely enough, several of the best lies concern excuses given by married men to their wives, and it is evident that many readers have turned to the classics for guidance, for some of the entries bring memories of Rabelais, Munchausen and Boccaccio.

The names of the winners and samples of winning lies will be published on

Oh, Mister....
It's upside-down!

We mean the opening of the Trailer. Never mind why — see it and you'll see it's the funniest and most novel Trailer idea you've ever had! See it and decide how much extra time you can give it. AND tell your operator about the Upside-down business — he's sure to make a dive for the splicing machine if you don't



GUIDE TO LAUGHS

Drive an armored car up to your theatre in the middle of the day. Uniformed attendants get out with pistols ready and they pull out of the inside a big sign with gag copy on the picture. A crowd will always gather when they see an armored car pull up. Repeat this every hour and you'll get 'em watching every time.

A variation of this stunt is to ride it around town with sign reading: "For the craziest, dizziest ride you ever saw in your life, see Joe E. Brown in 'A Very Honorable Guy,' at the Strand."

30 BRIGHT BROWN IDEAS!

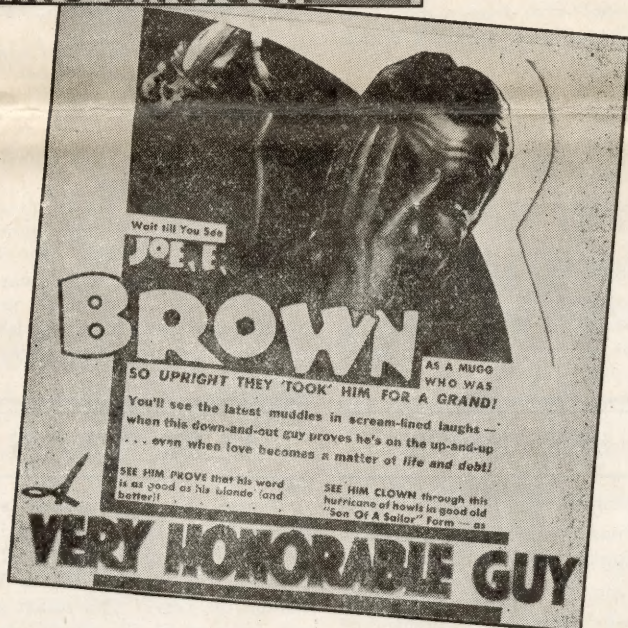
HERALD with the RIGHT PUNCH!



1M to 5M — \$3
per M.
Over 5M—\$2.75
per M.

Just the right size
for mail boxes.
Closes to 3½ x 7
inches. Plenty of
selling copy and
the entire back
for your imprint.
Ask to see a
sample

AT YOUR
EXCHANGE



Boy Scout Tie-Up

Tie-up with Boy Scouts, and other juvenile organizations by offering prizes for 'The Most Honorable Deed' performed by any youth in your territory during the engagement of "A Very Honorable Guy." Special prize should be given to the person who nominates the winner of the 'Honorable Deed' award.

(Newspaper Announcement)

Youth's Honorable Deeds To be Rewarded by Prizes

The most honorable deed performed by any youngster under the age of 16 during the week of will be rewarded, and the person who calls the attention of the (newspaper) to that act will be presented with two complimentary tickets to the Theatre to see Joe E. Brown in the hilarious Damon Runyon farce "A Very Honorable Guy."

A basket of clothes for a poor washer-woman or trying to help his struggling parents keep the home together. An honorable deed need not be spectacular, like saving a drowning child or knocking a home run with the bases filled.

The (newspaper) is interested in the deeds of boys and girls that show thoughtfulness, consideration, bravery, industry, imagination, anything that entitles them to the category of "honorable."

Anyone who knows of an

LITTLE BIG-MOUTHS

Is there a miniature Joe E. Brown in your town?

Recently, Warner Bros. were trying to find a boy who looked like Joe to play the part of his son in a forthcoming release "Circus Clown." Thousands of hopeful canyon-mouthed kids appeared for the test.

Run a contest for the boy in town who looks most like Joe Brown. Photographs of contestants should be mailed to cooperating paper. These should be weeded out until you have the ten best. Finals should be run on your stage, winner to be chosen by audience applause.

CHICKEN FEED

In this picture there's a very funny scene built around the little chicks. Use them to ballyhoo your picture in the following ways:

1. Put them in a coop in your lobby with copy reading "You'll cackle plenty when you see us with Joe E. Brown in 'A Very Honorable Guy'."
2. Have a man dressed as a farmer walk around town leading three or four chicks on a string. Sign on his back should read: "Follow us to the Strand and see Joe E. Brown in 'A Very Honorable Guy'."
3. Have three chicks in a coop in lobby with a bowl of chicken feed. Sign reads that chicks will be given to the one guessing closest to the number of grains in bowl. Supply paper, pencil and ballot box.

LOTTERY TICKET

Have your local printer make up a facsimile of a lottery ticket. Allow room at top for copy as: "It's a 1,000 to 1 you'll get a load of laughs out of (title)" ... or "It's a sure bet that you'll win a grand time at the Strand Theatre when you see Joe E. Brown in 'A Very Honorable Guy'." Pass these out all over town, especially in poolrooms, cigar stores, at prize fights, baseball games, etc.

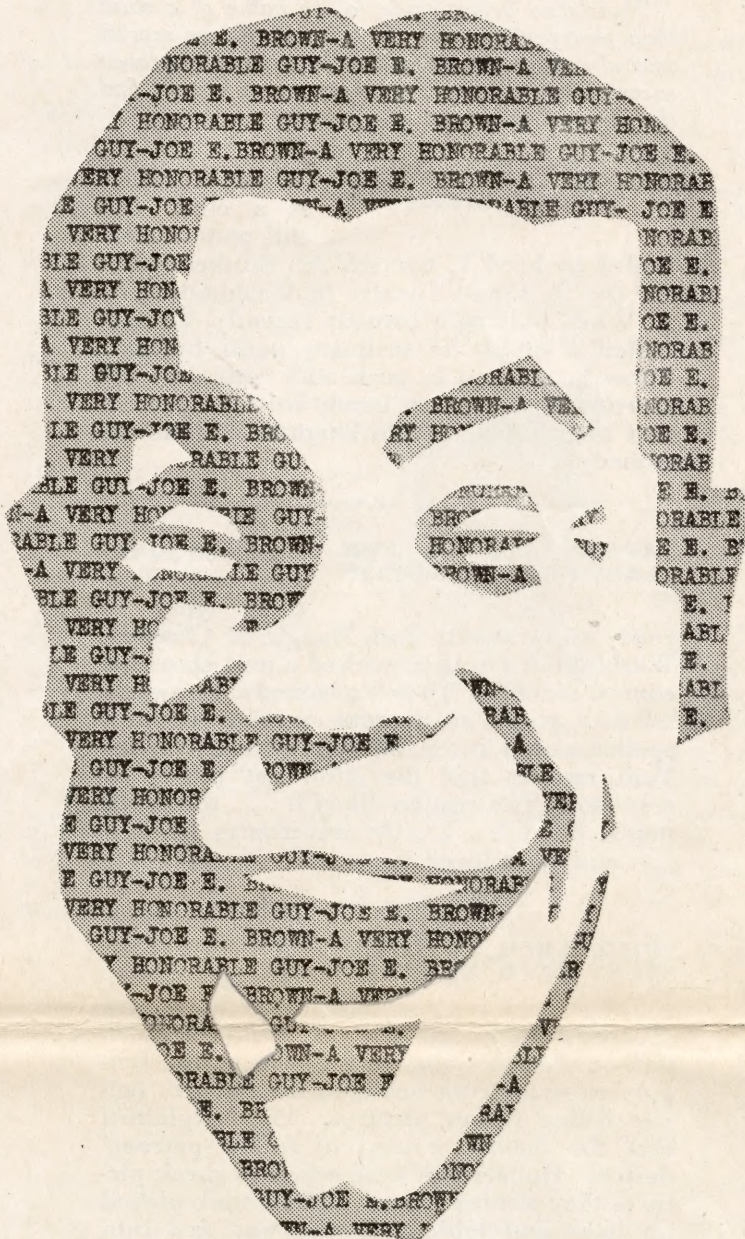
ODD MONICKERS

Damon Runyon, author of the story, has hit upon many funny nicknames for his characters. Odd nicknames in the picture are "Feets Samuels," "The Brain," "Benny the Dip."

Run a contest to find the boy or girl in town with the funniest nickname. Or you can award prizes to those who can make up the funniest nicknames.

honorable deed performed during the time specified by any boy or girl, should send full particulars to the Contest Editor of the before Complete names and addresses should be furnished, not for publication but to allow verification of the story.

Something to Play With



Mat No. 1—20c. (Also adaptable as publicity cut)

Here's a great contest to let the kiddies know Joe E. Brown's in town. Contest can be run in any of the following ways:

1. Prizes for the best likeness of Brown drawn from the illustration.
2. For the best resemblance of Brown done by typewriter, as illustrated.
3. For the best likeness done by pasting strips of paper in various shapes to result in a head of Brown. (as illustrated)
4. Coloring contest to add character lines and shading to the white spaces in illustration.

If newspaper doesn't go for it, have illustration and rules of contest printed on a circular and run it directly from theatre. Hand circulars around where children gather.

Very Honorable Letter

Something funny to entice the cash customers is the letter below. Enclose in envelopes reading: A Message From "A Very Honorable Guy" and have them distributed on the street or mailed over your list. It's a letter from Joe to himself!

Mr. Joe E. Brown
First National Studios
Hollywood, California
Dear Joe E.,

When I saw me laugh in this picture, I said to the fella that was sittin' next me, "That can't be me!—that's the Grand Canyon!"

He looked at me funny and said, "Don't you know your own mouth when you see it?"

"My own mouth!" I said back at him — then went into a laugh at such absurdness.

He turned and took a look at me. "You win, Joe," he said, "It's the Grand Canyon, all right!"

Sincerely,

JOE E. BROWN
"A Very Honorable Guy"
Starts Next Friday At The
STRAND THEATRE

SHOWMAN'S CORNER

There's no better guide to the value of a stunt than past performance. In this column we reprint several exploitation ideas that have recently proved successful in the field. In every case you will find the ideas adaptable to this picture.

GREENE'S BUTTON GAG A stunt, which is a cinch for this picture, was pulled by Fred V. Greene, Jr., thinker-upper for the St. Cloud Theatre in Washington, N. J. When playing a comedy recently, he promoted a supply of ordinary pants buttons. These he secured to cards with copy advising patrons to "keep 'em handy for emergencies that might arise due to laughter at (title of comedy)."

—Are You Playing the "Penner" Shorts?—

PAPERS ALL GO FOR CLASSIFIED AD STUNTS Classified ad tie-ups are something you already know about. Tom Mangin of Chester's Washington Theatre, worked a neat classified contest recently. To sell a comedy, he awarded fifty passes to readers spotting ten misspelled words in ten different advertisements. Tom reports that the stunt got plenty of response. The readers liked it . . . the newspaper liked it . . . the advertisers liked it . . . and Tom loved it.

—Tell Us About Your Stunts—

"PICK YOUR PICTURES" Bill Haynes, District Manager for the Warner-Stanley Theatres in South Philadelphia, pulled this one for a Spring plug. Employees went from house to house, with ballots listing future pictures. They explained that the theatre wanted to follow patrons' desires. Housewives were asked to check pictures they wanted to see. Ballots were picked up later and tallied. Lobby was tied into campaign with 40 x 60's which carried copy: "YOU PICK YOUR OWN PICTURES . . . These are the pictures selected by you which will be shown here next week." Local radio station and newspapers went big for the idea and gave it plenty of publicity. This entire campaign is of great value because patrons want to attend pictures which they have selected. It's also a swell way of advertising your coming product.

KIDDIE CLUB . . . Start It Now To Boost Summer Business

This picture is a natural for the kiddies. And it comes at an auspicious time to revive interest in kiddie clubs to boost that very valuable matinee business.

Get right after the boys and girls to get in the habit of coming to your theatre regularly. In this way you'll build extra business for the summer months. Here are a few ideas:

1. Sell the parents. Use your screen and circularize an open letter urging parents to send their children to your theatre for fine entertainment. Mention other features that you know will appeal.
2. Hand out throwaways at the schools and playgrounds every week.
3. Announce a big rally with this show as the big feature.
4. Promote giveaways for every show.
5. Devote part of the program to amateur entertainment by the kiddies. Award prizes to the participants.
6. Distribute membership buttons.
7. Get the local Boy Scouts and Girl Scouts to participate regularly.
8. Announce special surprise attractions.
9. Give the kids plenty of show for their money.
10. Give a big picnic on a day that will not conflict with regular show time.

LET 'EM DREAM

In the picture, Joe E. Brown suddenly wins \$100,000 and goes on a spending spree. He gets a de luxe apartment, big car, uniformed chauffeur and a secretary. Tie this up with a newspaper contest for funniest letter on "What I would do if I won \$100,000." With the papers going big for the lottery and sweep-stake winners, they should go for a contest like this.

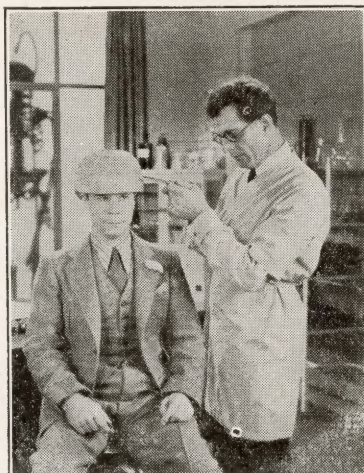
KISSING GAMES

Alice White and Joe E. Brown illustrate a funny way of kissing in Still VG 27. With this as a basis, run a contest for the funniest or cutest photograph of a couple kissing. Get local photographer to award free photos to the winners.

POST 'EM UP!

Longer daytime hours and more motorists on the highways is every reason why you should jack up your outdoor billing. Scour the town and adjacent territory and you'll find many advantageous sniping spots. Don't overlook open air parking lots and building construction sites which can be secured for a few free tickets.

LOBBY BLOW-UPS



On 1/4 inch cardboard, these 28 x 42's will fit stock one-sheet frames. Illustration and one other available. Easel backs may be obtained if specified on order.

In full colors: \$3.50 apiece. In black and white: \$2.25 each. F.O.B. New York City

Order directly from
NATIONAL STUDIOS, Inc.
226 W. 56th St., New York City

AUTOGRAPH HOUNDS

Still VG Pub M shows Joe Brown holding a football autographed by the entire Columbia football team. Every kid in town has some piece of sport paraphernalia autographed by a sport star. Award a prize to the boy or girl who had the greatest collection of star autographs.

The stunt can be run more generally by awarding prizes for the greatest autograph collection. This includes signed letters, photographs, etc., of leaders of stage, screen, radio, literature, etc.

"When He Proposed . . ."

Arrange a contest for readers to submit the funniest proposal. Get local jeweler to offer an engagement ring as a grand prize. The jeweler will profit through a trade-in value of a better ring, the sale of the wedding ring, etc. If the jeweler is a space buyer, the newspapers will give you additional publicity.

(Publicity Story)

Diamond Engagement Ring Offered as Contest Prize

Funniest Proposals to Be Rewarded, as Are Best Letters on Whether Men Pop the Question

Do men really propose to women?

Most married men will insist their wives proposed to them; while others never remember making a formal declaration of their desire to be betrothed.

Women, on the other hand, seem to find something amusing their spouses made of themselves in the memory of the spectacles while "popping the question."

The . . . (newspaper) is conducting an investigation of this moot question—do men propose and what do they say when they do, and what's funny about it?

For the letter from a man telling the funniest proposal which is submitted to the Contest Editor of the . . . (newspaper) before . . . Jones and Smith will give one genuine diamond engagement ring. For the four next best anecdotes about proposals, the . . . Theatre will award a pair of tickets to the First National feature "A Very Honorable Guy," which stars Joe E. Brown in his funniest role, and which contains the funniest



Available as scene cut or contest illustration ONLY in two columns. Order Mat No. 10—20c.

engagement scene ever filmed. It will be shown here. . . .

For the best letter from a woman answering the question "Do men actually propose?" Jones and Smith will award a . . . (name prize) and for the next four best letters a pair of tickets will be awarded.

HEY CHAMP

Remember the "Yo-Yo" craze? By promoting a similar competition you can make it a big draw. How about the champion top spinner? That gives plenty of material for newspaper publicity in which you can incorporate plugs for "A Very Honorable Guy." Local stores can cash in on the stunt by supplying prizes for the winner and runners-up.

IN RE RUNYON

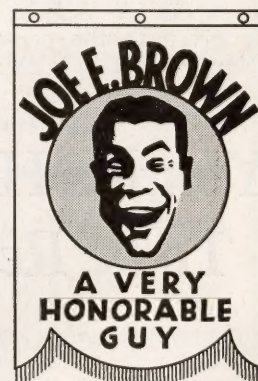
Damon Runyon, whose story "Lady For A Day" was acclaimed as one of the best pictures of the year, is the author of "A Very Honorable Guy." It's smart comedy by a man who specializes in just that. Use his name wherever you can—magazine readers, book-readers will recognize it and be suitably impressed. Also tie in with his "Lady For A Day" epic if you think it will help.

Say It With Banners —



BANNER (above)—For ends of marquee or instead of swinging signs under marquee. Canvas with stenciled lettering, 6 feet long—36 inches deep. \$2.40 each. On real satin—\$3.35 each.

BURGE (right)—Two colors on fine duck, 20 x 30 inches—40 cents each.



VALANCE—Order to fit your marquee. Three colors with lettering sewn on fine duck—\$1.20 per yard. Two colors on silk-lene—\$1.70 per yard.

Order from M. MAGEE & SONS

140 Fulton Street

New York City

Lead-Off Story

Joe Brown Coming In Hilarious Yarn By Damon Runyon

Joe E. Brown, the king clown of the screen, is scheduled to be the feature attraction at the Theatre beginning next in his latest First National picture, "A Very Honorable Guy," which promises to be one of his greatest rib ticklers.

The story by Damon Runyon, noted sports writer and short story author, is one of the most unique and laughable imaginable. Runyon has taken a tin horn sport who has won the reputation of never going back on his word and carried him through the vicissitudes of such bad luck that he is compelled to sell his own body to pay his debts under a contract which gives him thirty days of life before delivering himself as a corpse. Joe E. has the role of the gambler who is as dumb as he is honest, with Hobart Cavanaugh portraying a pickpocket whom he is trying to reform, acting as his foil in the part of his bosom pal.

Alice White has the role of a gold digging chorus girl whose affections vacillate between the gambler and a mad doctor with their financial ups and downs. Robert Barrat is the doctor and rival for the love of the pretty chorus girl. Irene Franklin plays the role of Miss White's mother, a typical money grabbing parent who is out to see that her daughter marries for money and not for love.

Alan Dinehart heads a band of crooks of which he is the brains.

Others in the cast include Arthur Vinton, George Pat Collins, Harold Huber, James Donlan, Harry Warren and Al Dubin, the latter two being the Warner Bros.-First National ace song writers who play their own profession in the film.

Earl Baldwin prepared the screen play which was directed by Lloyd Bacon.

Joe E. Brown



Get set for a grand time when this lad steps out as "A Very Honorable Guy," the First National comedy hit coming to the Strand. Others in this riot of laughs include Alice White, Alan Dinehart, Irene Franklin and Hobart Cavanaugh.

Mat No. 5—10c.

I'll Be Seein' Yuh!



Yessir, Joe E. Brown comes to town on Saturday when his latest starring success, "A Very Honorable Guy," hits the Strand Theatre. Others in the cast of this howling comedy include Alice White, Irene Franklin, Alan Dinehart and Hobart Cavanaugh. This First National laugh hit was adapted from the story by Damon Runyon.

Mat No. 12—20c.

On The Cast

Alice White Thinks Long Engagements Will End Divorces

Alice White, whose honeymoon with Cy Bartlett, screen writer, was halted two days after their marriage, by a call for her to



Alice White appearing in "A Very Honorable Guy" at the Strand.

Mat No. 13—10c.

Production Story

Damon Runyon Puts Characters of Real Life Into Picture

Few writers know the pulse of Broadway, by day and by night, and the motley assortment of characters that play their parts in the never-ending drama of The Big Street, as does Damon Runyon, sports writer and fictionist, whose short story, "A Very Honorable Guy," now showing at the Theatre, is the vehicle for Joe E. Brown's latest First National picture.

Runyon is one of the two best-known authorities on sports in America, ranking with Grantland Rice. Nearly two years ago, he started his chronicles of the Great White Way, more as a playful experiment than anything else. Told in racy, picturesque Broadway slang, these stories found instant favor with an ever-widening circle of magazine readers.

Their success surprised Runyon more than anyone else. His characters are all drawn from life, and thousands of people who know their New York have no difficulty in recognizing the originals of the men and women who move through Runyon's pages.

Joe E. Brown plays the role of "Feet" Samuels in "A Very Honorable Guy." Alice White has the leading part of Hortense, Feet's inamorata. Other important members of the cast are Irene Franklin, Hobart Cavanaugh, Alan Dinehart, Robert Barrat, Arthur Vinton, Harold Huber and G. Pat Collins. Lloyd Bacon directed the picture from the screen play by Earl Baldwin.

Harry Warren and Al Dubin, composers of the hit songs of most of Warner Bros. musicals, appear in the picture as themselves.

On The Cast

Exceptional Cast Supports Joe Brown In "Honorable Guy"

An exceptionally talented cast has been announced in support of Joe E. Brown, the prince of comedians, who comes to the Theatre next in the First National picture "A Very Honorable Guy."

Alice White, the diminutive blonde, who was a reigning star two years ago, plays the leading feminine role. Miss White recently returned to screen work and has played the leading feminine role in three pictures, "Employees' Entrance," "Picture Snatcher" and "The Heir Chaser."

Others in the cast are noted both on the stage and screen. Robert Barrat, who recently came to the screen where he has appeared in such pictures as "Gambling Lady," "Hi, Nellie" and "Massacre," was famous on Broadway for many years. It was while playing in "Lilly Turner" in New York that he was engaged to play the same part on the screen.

Alan Dinehart also is an old stage player although he has been doing picture work for the past several years, his most recent being "The Heir Chaser," "The World Changes" and "The Bureau of Missing Persons."

"A Very Honorable Guy" is the fourth picture for Irene Franklin, a headliner in vaudeville and on the musical comedy stage. Her other pictures include "Registered Nurse," "The Cat and the Fiddle" and "The Women in His Life."

Among others in the cast are such well known players as Hobart Cavanaugh, Arthur Vinton, George Pat Collins, Harold Huber and James Donlan. Harry Warren and Al Dubin, the famous song writers, appear in the picture in their professional roles.

"A Very Honorable Guy" is a distinct departure in Joe E. Brown comedies, Joe playing the role of an underworld character. The picture is based on the hilarious story by Damon Runyon, famous sports and short story writer. It was directed by Lloyd Bacon from the screen play by Earl Baldwin.

Star Story

Joe E. Brown Has 150 Suit Wardrobe In "Honorable Guy"

The title, "The Best Dressed Star (male) in Hollywood" goes to Joe E. Brown.

The explanation is Joe's current First National picture, "A Very Honorable Guy," now showing at the Theatre.

As Feet Samuels, the hero of Damon Runyon's popular story, Joe has a wardrobe of 150 suits,



JOE E. BROWN star of "A Very Honorable Guy" now at the Strand. Mat No. 4—10c.

representing not only what the well-dressed man will wear, but a number of new sartorial wrinkles that the well-dressed man hasn't thought of yet.

Joe's adventures and escapades in the story permit him to actually wear less than a third of this super-Chesterfieldian wardrobe, but it was on the set, complete and unabridged.

The star's wardrobe requirements for "A Very Honorable Guy" are the most extensive in the history of the studio, for a male star.

"A Very Honorable Guy" is the story of a tinhorn gambler who is so honorable he stakes his life to pay a debt, and is said to provide Joe E. with the most laughable vehicle of his career.

There is a talented supporting cast which includes Alice White, Robert Barrat, Alan Dinehart, Irene Franklin, Hobart Cavanaugh, Harold Huber and the two ace song writers, Harry Warren and Al Dubin. Lloyd Bacon directed the picture from the screen play by Earl Baldwin.

When Brown Feels Blue



Doc seems to be getting a head start. Joe E. Brown sells his skull for \$1,000 in this side-splitting scene from "A Very Honorable Guy." This First National laugh riot comes to the Strand Thursday.

Mat No. 11—20c.

FREAK FACTS . . . ABOUT FILM FAVORITES



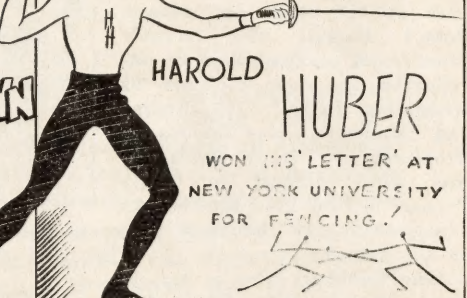
JOE E. BROWN
WAS ONCE A SUBSTITUTE ON THE NEW YORK YANKEES.



ALAN DINEHART
ALWAYS CARRIES A RABBIT'S FOOT WHEN MAKING A PICTURE!



IRENE FRANKLIN
HAS EIGHT WEDDING RINGS—ALL FROM THE SAME HUSBAND!



HAROLD HUBER
WON HIS 'LETTER' AT NEW YORK UNIVERSITY FOR FENCING!

THESE POPULAR STARS ARE APPEARING IN FIRST NATIONAL'S "A VERY HONORABLE GUY," NOW AT THE STRAND THEATRE.

Mat No. 2—20c.

Review

Joe E. Brown Scores Laughing Triumph in 'Very Honorable Guy'

Joe E. Brown who has kept millions laughing for years, appears in the First National picture, "A Very Honorable Guy," which opened at the Strand Theatre yesterday. He is seen in a comedy with an entirely new twist and one which furnishes him with more opportunities to exhibit his clowning than any in which he has appeared before.

The story, by Damon Runyon, famous sports and short story writer, is hilariously funny, and Joe makes the most of a comedy filled with fast action and complicated and humorous situations.

The wide mouth comedian manages to tie himself up in "A Very Honorable Guy" in the most impossible and ridiculous situations. As a tin horn gambler down on his luck, Joe sells his own body for a stake, promising to deliver his corpse to a doctor in thirty days.

With his contract underwritten by the head of a band of crooks, to whom putting a victim on the spot is a matter of almost daily occurrence, Joe makes a million on his stake, and is very much adverse to delivering his own corpse. He is a very busy man trying to find a way out of his dilemma, his business resulting in some of the liveliest and most exciting action, all of which is mirth provoking, that has been seen on the screen in many a day.

Alice White, as his chiseling chorus girl sweetheart, is a riot all in herself. The diminutive blonde leads Joe a mad, merry chase by switching her affections whenever he is down on his luck.

Irene Franklin, the famous musical comedy star, is particularly entertaining as Miss White's gold digging mother who has trained her daughter to place her love on the man with the most coin. Robert Barrat

gives an excellent characterization of the mad doctor who buys Joe's body and insists that he live up to his contract, as does also Alan Dinehart in the role of "The Brain," head of the band of crooks.

Others who add to the fun of the picture include Hobart Cavanaugh, Arthur Vinton, George Pat Collins, Harold Huber, James Donlan, Harry Warren and Al Dubin, the last two being the famous song writing team who play the parts of their real life business in the picture.

While the story deals with underworld characters, it naturally treats them in a humorous vein and the entire production is good clean fun with exciting action.

Earl Baldwin, who wrote the screen play, has instilled the picture with snappy dialogue and fast moving tempo while Lloyd Bacon, the director, has handled it capably and with an eye to getting the most fun possible out of the situations.

No one who likes to laugh should miss this comedy. It is Joe E. Brown at his best and in his best.

Alice White



A cute little trick, eh what? She appears in "A Very Honorable Guy," the new First National comedy hit starring Joe E. Brown.

Mat No. 3—10c.

Alice White Is Noted For Character Contradictions

Heroine of "A Very Honorable Guy" Amazes Friends by Individual Preferences

ALICE WHITE, the petite blonde who is leading lady with Joe E. Brown in "A Very Honorable Guy," the First National picture now showing at the Strand Theatre, has a number of individual characteristics.

She wears pajamas and "mules" around home, goes shopping in them or to see a movie; wears them around the studio set and yet likes to "dress up" to go out in the bright lights. She will spend a whole day trimming a Christmas tree for her husband "Cy" Bartlett and hours knitting a scarf and sweater for his yule-tide gift.

She prides herself on being domestic, praises her own cooking and her friends have not tasted a scrap of it in four years. Alice always takes a tub bath and then a cold shower. She likes two-handed Pinochle, Bridge and dotes on Russian Bank. She will spend all afternoon in a beauty shop to get in shape for an evening game of ping pong at a friend's home.

She's crazy about Bing Crosby; hates drivers who don't stop for all the traffic signals and wants to go to Europe soon with "Cy."

She has no diet; prefers lots of butter, vegetables and spinach; eats anything and everything, worries about it, and takes massages daily in lieu of strenuous exercise.

She reads all her fan mail and answers every bit of it. She has a fan club in Minnesota all her own. She, her husband, a cook and a chauffeur live in a six-room bungalow in the outskirts of Los Angeles and entertains often.

She used to be a script girl. She will spend half an afternoon playing with little children or knitting doll clothes for them.

She drinks only on "state" occasions and then very sparingly. She just doesn't like the stuff. She argues loudly and long over a card game but forgets quickly. When not working on a picture she sleeps until 11; goes over her fan mail; has a light lunch; then tea at 3; dinner at 6; following a massage; and then a picture show.

She has few regular habits of living when she works. Thursday is the cook's day off so Alice has to feed four starving dogs and one cat. She feeds them all in separate rooms to keep them from fighting. Her favorite is carrot and pineapple salad which she orders almost daily.

She likes sweets; blue and white polka dot pajamas, and is an ardent magazine fan.

She doesn't care for flowers and hates to meddle with a garden. She hates to spend a nickel for a telephone call and is continually "bumming" a cigarette. She doesn't like to be "taken advantage of" when she makes a purchase, but she will pay eighty-five dollars for a tiny hat just because she likes it.

Her husband "Cy," a film writer, calls her "Peter Rabbit."

Miss White has the role of Joe E. Brown's sweetheart in "A Very Honorable Guy," the hilarious story of a tinhorn gambler who is so honorable he stakes his life to pay a debt. It was written by Damon Runyon, famous sports writer and adapted to the screen by Earl Baldwin. It is said to provide Joe E. with the most laughable vehicle of his career.

There is a talented supporting cast which includes besides Miss White, Robert Barrat, Alan Dinehart, Irene Franklin, Hobart Cavanaugh, Harold Huber and the two ace song writers, Harry Warren and Al Dubin. Lloyd Bacon directed.

Joe E. Brown Goes 'High Hat' in New Film

For the first time in his screen career Joe E. Brown has worn a high silk topper. This takes place in his latest First National picture, "A Very Honorable Guy," which comes to the Strand Theatre on As Feet Samuels, a tinhorn gambler, whose phenomenal luck brings him more wealth than he knows what to do with, he invests in a wardrobe, including the high hat, that would knock an eye out.

Give Us A Little Kiss



Will ya, huh! Joe E. Brown gets coy with Alice White in that side-splitting comedy "A Very Honorable Guy." Others in the cast of this First National laugh hit are Irene Franklin, Alan Dinehart and Hobart Cavanaugh. The picture is now playing at the Strand.

Mat No. 9—20c.

Opening-Day

Joe E. Brown Comes To Theatre Today in Fun Riot

Joe E. Brown is in town today, to begin a engagement at the Theatre in his latest First National picture, "A Very Honorable Guy."

The picture is based on the hilarious comedy by Damon Runyon, the famous sports and short story writer, and is said to furnish Joe E. with the funniest vehicle in which he has ever played. Joe has the role of a tin horn gambler whose reputation is so good that he is able to sell his own body to get a stake, the contract giving him thirty days of grace to deliver his own corpse.

With a month to live, Joe E. is said to go through some of the most exciting incidents and uproariously funny situations that any one man ever experienced.

Alice White, the petite blonde, is Joe's running mate, playing the role of a gold digging chorus girl whose affections vacillate between Joe and a mad doctor according to which one happens to be in the money.

Others in the cast include Robert Barrat, the doctor who buys Joe's body, Alan Dinehart, the brains of a band of crooks, Irene Franklin, Hobart Cavanaugh, Harold Huber and George Pat Collins.

Lloyd Bacon directed the picture from the screen play by Earl Baldwin.

Famous Red Head Is Now Platinum Blonde

Irene Franklin, famed for years as the "Red Head" of vaudeville, played her second First National role with Joe E. Brown in "A Very Honorable Guy," the picture now showing at the Strand Theatre.

Not long ago Miss Franklin became a platinum blonde, but the renown of those fiery tresses remains undimmed. Says Irene:

"At a dinner in New York a year or so ago, Irvin Cobb introduced me to the assembled guests as 'Our beloved little redhead.' O. O. McIntyre told me later that Cobb said to him: 'After that announcement, the blondest woman in the room got up.'"

Barrat Has Role of a Big Brain Specialist

Robert Barrat has an unusual role in "A Very Honorable Guy," the First National picture which comes to the Strand Theatre on As Dr. Snitzer, the eccentric, Mr. Barrat almost "upsets the applecart" as far as Joe E. Brown, the star, is concerned.

He plays the role of a brain specialist whose sanity is in doubt. The fact that this doubt is erased completes the romance for Joe and his "sweetheart," Alice White.

The story is based on the hilarious comedy by Damon Runyon and directed by Lloyd Bacon.

feature stories

Joe E. Brown Has Comedy Method All of His Own

Star of "A Very Honorable Guy" Has Made a Close Study of Laugh Getting Tricks

WHEN it comes to comedy, there's only one question, "Is it funny?"

To this simple fact Joe E. Brown owes his fame, his ear, his prospects and his bank account. The guy who is now starring in the First National picture, "A Very Honorable Guy" at the Theatre, is really funny.

He started as a circus performer but getting laughs on a flying trapeze worked out badly for Joe, when the head man dropped him fifteen feet and kept on laughing. Then he tried baseball but a pitcher mistook his mouth for the plate and Joe took his smile where it would be less likely to injure him.

Somehow he got a job with a burlesque show and Broadway heard about him. He was a hit in "Listen Lester," "Jim Jam Jams," "Greenwich Village Folies," "Betty Lee," "Captain Jinks" and "Twinkle, Twinkle." He was with the latter show when a picture producer decided that a few laughs might help film comedies.

He has a comedy method all his own, which includes the use of a mouth the like of which has never been seen on land or sea. It has gotten to the point where Hollywood Smarties refer anyone looking for a good opening—to Joe's mouth.

When his lips part, one feels that only the thunderous roar of Aetna could issue from its cavernous depths, but when he emits thin, tinkling inanities, all America shouts with glee. Joe is great because he makes 'em laugh.

Joe is very interesting. Like all good comedians, he takes himself seriously, and believes firmly that a creator of laughs has the definite mission to add to the sum of human happiness.

Outside of the show business, he has no interests except domestic ones. Outside of the Bible and Grimm's Fairy Tales, literature has no appeal to him. Having traveled widely, his interest in world affairs is broad in a human sense, but has no academic interest for him.

He is a trouser whose whole life is trouping. His imagination cannot carry him to a thought of what he would do in any other field. A wife and three children are his real enthusiasm, outside his work.

Recognizing the irregularity of his features as a business asset, he does not mind being called homely. As a matter of fact, some inner sympathy shines through it and gives it an attractiveness that he doesn't suspect.

"A Very Honorable Guy" is a highly amusing comedy based on the story by Damon Runyon. There is a talented supporting cast which includes Alice White, Robert Barrat, Alan Dinehart, Irene Franklin and Hobart Cavanaugh.

Never Plays In Film Without Rabbit Foot

Alan Dinehart carried a worn rabbit's foot with him every day while filming "A Very Honorable Guy," a First National picture which comes to the Theatre on with Joe E. Brown in the title role. It had been given him by an old doorman when Alan made his initial appearance on the stage years ago in Brattleboro, Vt. He clicked in his first role, despite extreme nervousness, and has never appeared on the stage or before a motion picture camera without it ever since.

Hobart Cavanaugh Has Double Life In Film

Hobart Cavanaugh is leading a double life at the First National studios these days. He's playing a professional pickpocket on one side of the lot with Joe E. Brown in "A Very Honorable Guy," the First National Picture which comes to the Theatre on On the other side, he's a respectable lawyer in "Merry Wives of Reno," with Margaret Lindsay and Donald Woods.

Alice White Shows Hat Styles

Your spring hats will be inclined to take after our "fine feathered friends" Alice White is shown wearing a charming toque trimmed with brilliant green heron feathers.



(Left) For the cocktail ensemble, Orry-Kelly has designed this turban of crepe and tulle after the fashion of a budding flower.

Alice White is shown above in two charming hats which she wears in "A Very Honorable Guy," the First National comedy starring Joe E. Brown. The film is now playing at the Strand.

Mat No. 6—20c.

Unemployed Gamblers Used in Latest Joe Brown Film

Operators in "A Very Honorable Guy" Furnished With Accessories by Dealers

CRAPS, twenty-one, chuck-a-luck, draw poker—all of them are played in the gambling room sequences of "A Very Honorable Guy," the First National picture which comes to the Theatre on with Joe E. Brown in the stellar role.

All the games are in operation in a single room and more equipment was needed than the studio property department could supply. A hurry call was sent to a large Los Angeles concern dealing in such furnishings and a truckload of tables, chuck-a-luck "cages" and other oddments were promptly dispatched to the First National lot.

It was a surprise to studio officials, however, when they were also asked if they could use some gamblers. Recent raids had closed the large gaming establishments which flourished not so long ago in both Hollywood and Los Angeles. The supply house "happened to know" of a good many experienced "operators" temporarily without employment.

It sounded like a good idea. So blackjack dealers, croupiers and chuck-a-luck men in "A Very Honorable Guy" all have that look of long experience. Six of them worked daily in the picture. Good gamblers all—and only slightly shop-worn.

"A Very Honorable Guy" is the hilarious story of a tinhorn gambler who is so honorable he stakes his life to pay a debt. It was written by Damon Runyan, famous sports writer and adapted to the screen by Earl Baldwin.

It is said to provide Joe E. with the most laughable vehicle of his career.

There is a talented supporting cast which includes Alice White, Robert Barrat, Alan Dinehart, Irene Franklin, Hobart Cavanaugh, Harold Huber and the two ace song writers, Harry Warren and Al Dubin. Lloyd Bacon directed.

Alice Celebrates Her One Month As Bride

Alice White celebrated the first month's anniversary of her wedding to Cy Bartlett, screen writer, while working in the First National picture, "A Very Honorable Guy," which comes to the Theatre on with Joe E. Brown in the stellar role.

Alice's honeymoon was interrupted by the call to work in the picture, but she was off on one just as soon as the film was finished. The wedding anniversary was celebrated by a giant cake which was cut on the set and distributed to members of the cast.

Biographies

Joe E. Brown

Joe E. Brown was born in Holgate, Ohio, the seventh child of a seventh child. He joined a circus when nine years old and toured the country with Ringling Bros. as the youngest of "The Five Marvel Ashtons".

A fall, when fifteen, broke his leg and ended his circus career. He joined the St. Paul baseball club and later became a member of the Yankee team. He has his own team in Los Angeles, which is considered one of the star amateur nines.

Deciding to become a comedian, Joe went into burlesque. He made such a hit he was grabbed up by Broadway producers. Some of his hits were "Listen Lester," "Jim Jam Jams," "Captain Jinks" and "Twinkle, Twinkle." It was while playing in the latter in Los Angeles that he was induced to try his hand at pictures. His first was "Crooks Can't Win," which he considers his worst.

His recent pictures include "Son of the Gobs," "Elmer The Great," "You Said a Mouthful," "The Tenderfoot," "Fireman, Save My Child," "Local Boy Makes Good," "Broad Minded," "Going Wild" and "Maybe It's Love."

Irene Franklin

Irene Franklin was born in St. Louis, Mo., of theatrical parents and began her stage career at the age of six months when she was carried before the footlights as a prop baby in "Hearts of Oak." Her first speaking part was a comedy role in "The Prodigal Father" when she was eight years of age. She played in this for five years.

When fifteen she went to Australia with a vaudeville team and played there for three years. From there she went to London, playing two years in the English music halls. Back to Broadway at twenty, she was given the ingenue role in "The Orchid," and in the "Passing Show" three seasons. Her Broadway career was interrupted by the war, Miss Franklin going to France as an entertainer. She resumed her musical career after the war, her most recent productions being "Star Dust" and "Sweet Adeline."

Going to Hollywood recently, she has appeared in three pictures in addition to "A Very Honorable Guy," the three being "The Cat and the Fiddle," "The Women in His Life" and "Registered Nurse."

Alan Dinehart

Alan Dinehart was born in St. Paul, Minn., but moved to Butte, Montana, with his family when a youngster. Attended the University of Montana, but left school to join a stock company in Butte. Played in stock in Chicago, then in the David Belasco production, "The Girl of the Golden West," on Broadway.

Later he appeared in "Silent House," "Applesauce," "The Marriage Bed," "Lawful Larceny" and "The Meanest Man in the World," which latter he also wrote.

He went to Hollywood in 1931 and entered picture work in which he has been both an actor and director. His most recent pictures are "The Heir Chaser," "The World Changes," "Bureau of Missing Persons," "Lawyer Man," and "Street of Women."

Alice White

Alice White was born in Paterson, New Jersey, but received her education at Hollywood and at Roanoke College, Virginia.

She started her film career as a script girl, eventually was given a screen test and quickly rose to prominence in such pictures as "The Private Life of Helen of Troy," "Gentlemen Prefer Blondes," "Breakfast at Sunrise," "Three Ring Marriage," "Harold Teen," "The Big Noise," "Show Girl," "The Widow From Chicago" and numerous others.

Leaving the screen for a personal appearance tour, Miss White was in such demand that her expected absence of a few months developed into almost three years before she returned to Warner Bros., where she has appeared in "The Heir Chaser," "Employees' Entrance" and "Picture Snatcher."

Joey, The Well Yessed Man



He isn't tall, dark and handsome, but he must have something to make the girls go for him like this. Joe E. Brown steps out in his latest comedy sensation, "A Very Honorable Guy" now at the Strand. Others in the cast of this First National comedy riot are Alice White, Irene Franklin, Alan Dinehart and Robert Barrat.

Mat No. 8—20c.

outdoor billing



BROWN

A VERY HONORABLE GUY

ALICE WHITE · ROBERT BARRAT · ALAN DINEHART · IRENE FRANKLIN DIRECTED BY LLOYD BACON A FIRST NATIONAL & VITAPHONE PICTURE

24 SHEET DESCRIPTION: Illustration in natural colors. "Joe E. Brown" is deep orange with brown outline. Title is dark blue and credits are light blue. Background is white.



JOE E. BROWN

A VERY HONORABLE GUY

ALICE WHITE
ROBERT BARRAT
ALAN DINEHART
IRENE FRANKLIN
Directed by LLOYD BACON
A FIRST NATIONAL & VITAPHONE PICTURE

INSERT CARD



JOE E. BROWN

"A VERY HONORABLE GUY"

ALICE WHITE

ONE SHEET and WINDOW CARD

Sliding Scale of Prices for Accessories

1-SHEETS		WINDOW CARDS	
1 to 50	15c each	1 to 50	7c each
51 to 100	13c each	51 to 100	6c each
Over 100	11c each	Over 100	5 1/2c each
3-SHEETS		INSERT CARDS	
1 to 25	40c each	1 to 25	25c each
Over 25	36c each	26 to 50	22c each
		51 to 100	20c each
		Over 100	19c each
6-SHEETS		HERALDS	
1 to 10	75c each	1M to 5M	\$3.00 per M
11 to 20	70c each	Over 5M	\$2.75 per M
Over 20	65c each		
24-SHEETS		LOBBY DISPLAYS	
Up to 25	\$2.00 each	11x14 Photos	75c a set
Over 25	1.75 each	(8 in set—colored)	
		22x28 Photos	80c a set
		(2 in set—colored)	
		Slides	15c each
		Stills	10c each
		Midget Window Cards	4c each
		Merchandising Plans	Gratis

These prices apply to U. S. only.



JOE E. BROWN

"A VERY HONORABLE GUY"

THREE SHEET



JOE E. BROWN

"a very honorable guy"

MIDGET WINDOW CARD



JOE E. BROWN

"A VERY HONORABLE GUY"

SIX SHEET



AS AN UPRIGHT GUY, HE'S A DOWNRIGHT HOWL!

JOE E. Brown

"A VERY HONORABLE GUY"

ALICE WHITE
Directed by LLOYD BACON
A FIRST NATIONAL & VITAPHONE PICTURE

SLIDE

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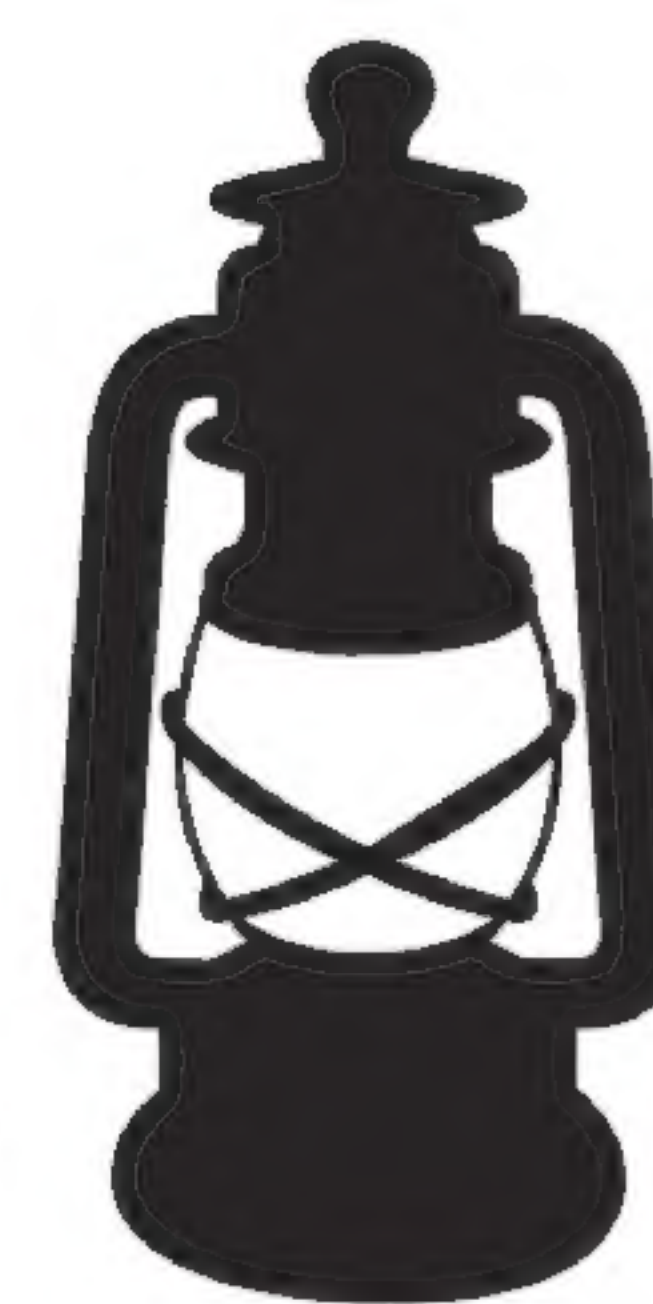


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